

# First-time exhibitor Rodenstock focuses for global expansion



Rodenstock retro classic sunglasses will be on show at the TFWA World Exhibition

Rodenstock, the sunglasses and readers specialist, is exhibiting at this year's TFWA World Exhibition for the first time (Stand number: Riviera Village RE11).

Over the past few years, the company has seen excellent growth in domestic markets globally in Asia, the Middle East and Eastern Europe and more recently has started putting a major focus on travel retail.

After successfully attending the TFWA Asia Pacific show earlier this year, Rodenstock feels that now is the right time to attend the Cannes fair so it can penetrate the travel retail channel on a more global scale.

Rodenstock has seen double-digit growth in the travel retail channel year to year and already has a strong relationship with retailers such as Dufry, Bahrain Duty Free, PAC Beirut Duty Free, China Duty Free Group, Duty Free Partners, Freckle, Kappé, Parklane, and is now launching at Hudson stores in the US.

Rodenstock is listed in about 100 airports, where it is seeing its business improve annually. With strong distribution in Europe, the Middle East and Asia, Rodenstock is now making significant headway in the Caribbean, North America, and Asia Pacific – and has good representation in Latin America through its local team.

Alongside airports, Rodenstock is developing its business with downtown shops in Asia, and sees a great deal of opportunity within the cruise sector where it is already making a lot of progress.

Being a global player in the luxury accessories world with its sunglasses and readers collections, Rodenstock further leverages the image of top travel retail multi-brand POS and offers best performance in-store. In addition, expert eyewear sales training for sales staff, promotions for consumers, special TR promotions as well as a variety of social media campaigns help to attract clients and support growth.

“A new vision of style” is the central idea of the new Rodenstock collection. This season sees a combination of style classics: aviator, cat-eye and panto-shaped sunglasses with a timeless look and state-of-the-art technology. Made for design lovers with high expectations regarding look and quality, Rodenstock presents eyewear in high-class materials like ultralight titanium in retro-inspired yet modern shapes.

In Cannes, Rodenstock will be showing a selection of new models from its latest collection.

Petra Eckhardt-Koestler, Head of Travel Retail, said: “Our objective for the TFWA World Exhibition is to introduce the Rodenstock brands to potential new travel retail partners, and hopefully secure some new listings. We will also be meeting with our current clients to further solidify our partnerships and discuss future business ideas.”

Rodenstock is Germany's leading manufacturer of lenses and frames. Founded in 1877 with headquarters in Munich, Rodenstock employs approximately 4.700 and is represented in more than 85 countries with sales subsidiaries and distribution partners. Rodenstock maintains production sites at 14 locations in 13 countries.